

FOR IMMEDIATE RELEASE

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Kao publishes its web accessibility policy targeting the international standard “WCAG” Version 2.1 Level AA

Kao has published its Web Accessibility Policy which aims for compliance with the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA published by the World Wide Web Consortium, as part of its measures to ensure web accessibility, which will start this year.

- **Kao Web Accessibility Policy**

<https://www.kao.com/global/en/web-accessibility/policy/>

Last year, Kao announced that it would start efforts to ensure web accessibility from 2022, with the goal of making its websites easy for anyone to access.

- **Leave No One Behind: Kao Establishes a Company-wide Initiative to Improve Web Accessibility**

<https://www.kao.com/global/en/news/business-finance/2021/20211227-001/>

Web accessibility refers to the "ease of access" to information and functions provided on a website. The number of internet users is increasing each year, and the internet is now used by a variety of people across a wide range of ages. In addition, devices are also diversifying, from the widespread use of smartphones and tablets, to also include those such as smart speakers and wearable technology. In the midst of such changes, Kao will strive to ensure web accessibility so as to allow more people from a wider variety of environments to easily gain the information they need to select and use products.

Under Kao's purpose to create a Kirei life for all – providing care and enrichment for the life of all people and the planet, by making its' websites more accessible to everyone, regardless of age, disability, device used or environment, Kao will provide information that will help each individual to enjoy a more beautiful life, which is one of Kao's ESG commitments.

About Kao

Kao creates high-value-added products that enrich the lives of consumers around the world. Through its portfolio of over 20 leading brands such as *Attack*, *Bioré*, *Goldwell*, *Jergens*, *John Frieda*, *Kanebo*, *Laurier*, *Merries*, and *Molton Brown*, Kao is part of the everyday lives of people in Asia, Oceania, North America, and Europe. Combined with its chemical division, which contributes to a wide range of industries, Kao generates about 1,420 billion yen in annual sales. Kao employs about 33,500 people worldwide and has 135 years of history in innovation. Please visit the Kao Group website for updated information.

<https://www.kao.com/global/en/>

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